INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

No. 1755 **Washington, D. C.** **November 7, 1959**

California Street Buying Practices Hearing Resumed

Although a list of witnesses to appear at a resumption of the House Small Business Subcommittee hearings on problems in the food industry, scheduled for San Francisco on November 9, has not been released, Chairman James Roosevelt issued a press statement November 2, in which he announced that testimony would be heard "first from experts, then from representatives of growers of fruits and vegetables, processors, retailers, and consumers."

Congressman Roosevelt also commented that the actual buying practices of the so-called "California Street" buyers will receive special attention and that the hearings will continue through November 13.

Chairman Roosevelt's statement to the press noted that the Subcommittee again was resorting to the use of subpoena powers. He said that canners who deal with "California Street" buyers are being required to appear and testify. At the earlier hearing on October 8-10 (see INFORMATION LETTER of Oct. 17, page 302), buyers representing national chains and food distributors were subpoenaed and questioned their buying practices.

A warning was issued by the Chairman that any attempt to retaliate against witnesses is a crime punishable with imprisonment up to five years.

Charles B. Shuman to Speak at Miami Convention

Charles B. Shuman, president of the American Farm Bureau Federation, will address the joint luncheon of the N.C.A. Board of Directors and food editor guests at the Convention, January 17, in Miami Beach, on details of the National Food Conference (farm-to-table campaign), of which he is chairman. Mr. Shuman also has been invited to attend the joint Monday luncheon meeting of the N.C.A. Raw Products and Canner-Grower Committees.

Consumer Views on Quality To Be Aired at Convention

A report on "What the Consumer Expects in Quality of Canned Foods" by a nationally-known home economist, television personality, and former food editor should be of particular interest to canners and their wives who attend the 1960 Canners Convention, January 18-20, at Miami Beach.

Mrs. Agnes R. Olmstead ("Nancy Carter") of Atlanta, director of home economics for Colonial Stores Incorporated, will discuss this subject on Tuesday, January 19, at the first of two research breakfasts to be held during the Convention by the N.C.A. Research Laboratories and Canning Machinery and Supplies Association.

As chairman of the Consumer Advisory Committee of the National Association of Food Chains, Mrs. Olmstead is well qualified to interpret the homemaker's viewpoint on canned foods. A former food editor of the *Atlanta Constitution*, she is the only person to have won the two top awards in the field of home economics journalism for two consecutive years. In 1950 and 1951, she was awarded the London Bowl Trophy by the Grocery Manufacturers of America, and the bronze Vesta statuette, a national trophy presented by the American Meat Institute for "outstanding excellence in the presentation of news about food."

For the past two years, Mrs. Olmstead has been the star of the "Nancy Carter Cook Book," a homemaking show carried by 19 television stations in the Southeast.

While serving as home economist for the U.S. exhibit at the International Trade Fair in Zagreb, Yugoslavia, an assignment from which she recently returned, Mrs. Olmstead had an opportunity to demonstrate American convenience foods and talk with Yugoslavian homemakers about the American way of life.

A graduate of Purdue University, Mrs. Olmstead is a member of the American Home Economics Association, American Women in Radio and Television, Georgia Home Economics in Business Group, and the Atlanta Women's Press Club. Recently, she was included in the first edition of *Who's Who in American Women*.

Last Call for Hotel Reservations at Miami

Hotel reservations for the Canners Convention will be mailed to the Miami hotels within the next few days. All hotel reservations are made through the N.C.A. and the C.M.&S.A. offices and members will receive confirmation of their reservations direct from the hotels.

To utilize the available hotel facilities most efficiently it is necessary that no assignment of rooms be made until requests for reservations have been received from a high percentage of those who will attend. The approximate size of the Convention must be known before any hotel reservation is made.

Following this procedure, R. F. Alexander of N.C.A. and W. D. Lewis of C.M.&S.A. began making room assignments November 1. Assignments for all requests received to November 1 have now been completed.

Any member who has not sent in his reservation request should do so at once but choice of hotels can no longer be guaranteed.

Sorensen Recommends Civic Participation by Canners

Increased participation by canners in political and other community activities was urged this week by Norman Sorensen, President of the National Canners Association, in a speech at the fall meeting of the Illinois Canners Association.

Through such activities, he claimed, every canner could make a significant contribution by helping to improve the public's understanding of basic economic facts. Recent surveys, Mr. Sorenson reported, have revealed the existence of numerous misconceptions and fallacious economic concepts among the consuming public.

For example, he noted, the persistent upward trend in food prices, and the decline in the farmer's share of the consumer's food dollar have been blamed by some newspaper writers, Government bureaucrats, and college

professors on the alleged fact that processors and other "middlemen" are taking a bigger share of each dollar for themselves. "Is it any wonder, therefore, that the public, bombarded with these half-truths, gets the impression that the canner is raking in his profits from both sides?"

If farmers and consumers had a better awareness of costs, and food pricing as it is affected by competition, they would demand all of the facts before passing judgment, Mr. Sorensen declared. "Unfortunately, too little is being done to disseminate the basic information that will enable the public to evaluate statements of this sort," he pointed out. The N.C.A. has been working on this problem for the past 25 years, Mr. Sorensen acknowledged, but its program is limited and has helped to influence the thinking of only a small percentage of the population.

"What is needed is more support for the dissemination of facts about the canning industry's operation, and this support should come from the canner himself, not in a national campaign, but at the grassroots level in his own community, among the employees of his own factory, and among his neighbors," Mr. Sorensen stated. "We should educate and inform our neighbors and our club members about the nutritional value of canned foods, the great scientific progress our industry is making in improving quality, widening variety of choice, and creating more and more convenience and service."

NATIONAL FOOD CONFERENCE

Mr. Sorensen called attention to the opportunities presented by the National Food Conference, an educational program supported by some 50 food producing, processing, and distributing organizations, including the N.C.A., to try to develop the facts and give the public the complete story of food, from "farm to table." An outstanding feature of this program, which is being coordinated by the American Farm Bureau Federation, will be a "Youthpower" Congress to be held next February at Chicago.

Highlights of Mr. Sorensen's address were reported in a press release issued by the N.C.A. Information Division to 363 newspapers and 131 radio-TV outlets in Illinois as well as to the wire services and trade papers.

N.C.A. Materials Reviewed in Professional Magazines

Editorial reviews of the N.C.A. Consumer Service Division's school materials appear in the November issues of three professional magazines.

In the section entitled "News of Products and Services" in the *Journal of The American Dietetic Association* is a review of the educational materials included in the packet for home economics teachers. The review reports that the N.C.A. has issued two new home economics brochures about canned food, especially planned to fit junior and senior high school teaching requirements. It presents the titles and a statement about each leaflet and the wall chart.

The new leaflet, "Let's Explore Canned Foods," for junior high school, is reviewed in the *Journal of Home Economics*' section "Flashes From Our Advertisers and Exhibitors" and in the section titled "Food in the News" in *What's New In Home Economics* magazine. Both reviews point out that the content and manner of presentation was especially planned to fit the needs of the age group in the 7th, 8th and 9th grades.

Two Convention Clinics on Raw Products Research Problems

Two "clinics" on industry raw product problems, designed primarily for management personnel, will be held during the 1960 Canners Convention at Miami Beach, January 18-20.

Vegetable crops for processing will be discussed at a breakfast meeting on Tuesday, January 19, and a second breakfast session on Wednesday, January 20, will consider fruit crops for processing. Panels for both these discussions will be composed of members of the N.C.A. Raw Products Research Committee as well as members of the Raw Products Committee who represent different geographic areas and are familiar with industry-wide problems. Members of the N.C.A. staff will also participate in the discussions.

The purpose of both sessions will be to discuss the most important raw product problems for each major canning crop, tell what is being done about them, and consider the possible solutions which might be anticipated for the future.

On Monday, January 18, there will be a joint luncheon meeting of the N.C.A. Raw Products and Raw Products Research Committees.

Farm-City Week Proclaimed

National Farm-City Week, proclaimed by President Eisenhower for November 20-26, is being supported by the U. S. Department of Agriculture with special emphasis on water for farm and city and on teamwork for rural development.

In the proclamation, the President stressed the interdependence of rural and urban people and the fact that their combined efforts have led to "the highest standard of living ever enjoyed by any people." He said that "the future well-being of our nation requires a better public understanding of the needs, problems, and opportunities of our country's agriculture and the necessity for well-trained capable young men and women."

The President requested the Department of Agriculture, the land-grant colleges, the Agricultural Extension Service, and all other appropriate agencies and officials of government to cooperate in the observance.

Dr. Stier Speaks to Army

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, spoke to the graduating class of the QM's course in statistical quality control at its graduation ceremonies at Fort Lee, Va., November 6.

Container Business at Record

The containers and packaging business entered the second half of 1959 at a record operating level and the outlook for the entire year is favorable, despite prospects of some material shortages and production delays, the Business and Defense Services Administration, U. S. Department of Commerce, reported November 4.

The quarterly *Containers and Packaging Industry Report* for BDSA's Containers and Packaging Division said that first half operations, rising steadily, were 9 percent above the level for first half 1958, and that producers looked for a 5-10 percent gain for the entire year. Some raised their sights even higher, visualizing gains of 25 to 50 percent. Only 3 percent of the producers looked for a drop from last year. The survey was conducted in late July, during the early stages of the steel strike.

The major impetus to the over-all uptrend in the first six months this year came from metal cans, converted flexible packaging products, and glass containers, according to the report. Decreases were registered by veneer packages and fluid milk containers.

German Import Tender Issued

Germany has issued an import tender covering certain canned vegetables, it was announced this week by the Foreign Agricultural Service of the U.S. Department of Agriculture. The tender covers canned peas, carrots, spinach, pickles, cucumbers and other pickled vegetables, in containers of more than 5 kilos, and canned peas, spinach, carrots and mixed vegetables in containers of less than 5 kilos.

The German Government is accepting applications for import licenses from November 9 on, and goods shipped must clear customs prior to April 30, 1960. The German Government has announced it will issue import licenses to any German importer freely between those dates.

Average Prices for Peaches

Following are preliminary season average prices per ton received by growers for peaches for processing (except dried) during 1959, as reported by the Agricultural Marketing Service of USDA:

State	1958	Prel. 1959
	(*dollars per ton*)	
Freestone:		
Pennsylvania	51.50	49.00
Michigan	54.80	52.00
Virginia	48.20	49.20
South Carolina	58.00	62.00
Georgia	47.30	50.20
Utah	45.80	39.50
Washington	45.30	48.00
Oregon	(a)	(a)
California	48.30	45.10
U. S. average, 9 states	49.10	47.40
Clingstone, California	65.00	58.90
All peaches, California	61.20	56.20

(a) Quantity negligible.

Poultry Used in Processing

Poultry used in canning and other processed foods during the first nine months of 1959 totaled 198,855,000 pounds, 5.8 percent more than the 187,978,000 pounds used during the same period of 1958, according to a report by the Agricultural Marketing Service of USDA.

	Jan.-Sept. 1958	1959
	(*thousands of pounds*)	
Young chickens	27,675	35,037
Mature chickens	118,308	111,428
Turkeys	41,702	52,315
Other poultry	98	75
Total Jan.-Sept.	187,978	198,855

Dietetic Jam and Preserve Standards Are Established

Definitions and standards of identity, fixing the composition of artificially sweetened jams, jellies, and preserves, have been issued by the Food and Drug Administration.

The new standards reduce the variations in the composition of these fruit products and specify the type of labeling to be used. The order, intended to benefit persons on sugar-restricted diets, is based on proposals of the National Preservers Association, as published in the June 20 *Federal Register*, and on comments received from interested persons.

To ensure that artificially sweetened products have a substantial amount of fruit ingredient, the new standards require at least 55 percent by weight of the finished food to be fruit juice or fruit, FDA said. This fruit content thus will not be less than that required for the corresponding product made with sugar.

The standards allow the use of the following safe, non-nutritive sweeteners: Saccharin, sodium saccharin, calcium saccharin, sodium cyclamate, potassium cyclamate, calcium cyclamate, or any combination of these.

To protect persons on sugar restrictions against indirect addition of any significant amount of sugar, the standards also limit the amount of dextrose which may be added during processing. The addition of a small amount of dextrose may be necessary where pectin is used during the jelling process, FDA said.

The newly standardized products will be identified by the words "artificially sweetened" prominently displayed on the label as a part of the name of the food; for example, "artificially sweetened grape jelly." A policy statement now requiring jams and jellies containing artificial sweeteners to be labeled "imitation" will simultaneously be revoked on the effective date of the new order.

Label statements of the specified optional ingredients used in particular brands also are required; for example, "pectin and methylcellulose added" or "with added spice extract," or "(name of spice) added."

The standards become effective in 90 days from their publication in the October 31 *Federal Register*, unless they are stayed in whole or in part by legal objections from persons adversely affected. Such objections must be filed within 30 days. Notice of the filing of objections or lack of them will be published in the *Register*.

USDA Grades for Grapefruit

The U.S. Department of Agriculture has announced a revision of its grade standard for canned grapefruit.

The revised standards are substantially the same as those proposed by the USDA's Agricultural Marketing Service when it asked for comments. The new standards went into effect upon their publication in the November 6 *Federal Register*.

Principal changes from standards in effect since 1954 are slight adjustments in the recommended drained weights. For Grade A, the drained weight is reduced from 58 to 56.25 percent of the capacity of the container—a reduction of .036 ounce in a No. 2 can. For Grade B, the recommended weight is reduced from 55 to 53.12 percent of the container capacity —a .04 ounce reduction in a No. 2 can.

Other changes permit the use of non-nutritive sweeteners and other ingredients allowed by the Food and Drug Administration. These sweeteners are: Saccharin, sodium saccharin, calcium saccharin, sodium cyclamate, or any combination of these.

U.S. Onion Standards

U.S. standards for grades of Bermuda-Granex type onions were published in the November 4 issue of the *Federal Register* and will become effective January 1, 1960. These standards, as established by the U.S. Department of Agriculture, will provide three grades: U.S. No. 1, U.S. Combination and U.S. No. 2 and will supersede the U.S. standards for Bermuda onions which have been in effect since 1937.

USDA Outlook Conference

Agricultural economists attending the 37th National Agricultural Outlook Conference in Washington November 16-20 will study the international and national economic outlook and current and longtime agricultural trends, according to Conference Chairman C. M. Ferguson, Administrator of the U. S. Department of Agriculture's Federal Extension Service.

Sponsored each year by the USDA, the Outlook Conference brings together extension service economists and home management specialists from throughout the United States. Representatives of USDA's marketing, research, foreign agriculture, and commodity stabilization services also will participate in the sessions.

Charles Wesley Dunn

Charles Wesley Dunn, 74, well-known food and drug attorney and chief counsel for the Grocery Manufacturers of America for more than 40 years, died at his New York City home November 2.

An acknowledged leader in the field of food and drug law, and author of a number of books on that subject, Mr. Dunn also specialized in corporation and anti-trust law. In addition to his legal service to G.M.A., he acted in the same capacity for the Premium Advertising Association of America. Also, he had been general counsel for the American Pharmaceutical Manufacturers Association and Beech-Nut Life Savers, Inc.

Mr. Dunn was president of the Food Law Institute, Inc. and a member of the National Citizens Advisory Committee on the Food and Drug Administration, as well as the Attorney General's National Committee to Study the Anti-trust Laws. The American and New York State Bar Associations and the Federal Trade Commission used him frequently as chairman of various committees and special divisions. Other groups with which Mr. Dunn had functioned in various capacities were the advisory board of the Food-Drug-Cosmetic Law Journal, the Nutrition Foundation, the World Medical Association and the National Research Council.

Farm Labor Fact Book

Migrant farm workers occupy the lowest level of any major group in the American economy, according to the *Farm Labor Fact Book* issued recently by the U.S. Department of Labor.

Special attention is given to migrant and foreign hired workers in this publication which describes the various groups comprising the farm work force, including operators, unpaid family workers, and hired labor. Employment trends, geographic distribution, and earnings or incomes for each of these groups are reported.

Approximately 400,000 persons engage in migratory farm work at some time during the year, the report points out. In 1957, these migrants earned an average of $859 for 131 days of farm and non-farm work.

Copies of the *Farm Labor Fact Book* may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at $1 per copy.

Sesquicentennial Symbol

THIS insignia is being used by the N.C.A. in its publicity on the sesquicentennial of the birth of canning, and will appear on numerous press releases and kits during the year 1960.

It was on January 30, 1810, that Appert's discovery of the canning method was officially recognized by the French Government; hence 1960 represents the 150th year of canning, to be observed during the Miami Convention and at various times during the year.

The N.C.A., with its public relations counsel, is now engaged in working out details of numerous ways to publicize the sesquicentennial during the coming year.

Members desiring to use the symbol on their stationery or in other ways, are at liberty to make line cuts from this sketch.

Forthcoming Meetings

Nov. 9-10—Wisconsin Canners Association, 55th Annual Convention, Schroeder Hotel, Milwaukee

Nov. 9-11—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City.

Nov. 11—Pea Improvement Association, Hotel Schroeder, Milwaukee

Nov. 12—Second National Conference on Snap Bean Improvement, Hotel Schroeder, Milwaukee.

Nov. 16-18—Georgia Canners Association, Annual Convention, King & Prince Hotel, St. Simons Island

Nov. 18-20—Indiana Canners Association, Annual Convention, French Lick-Sheraton Hotel, French Lick.

Nov. 23-24—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids.

Nov. 23-24—Pennsylvania Canners Association, 45th Annual Convention, Yorktowne Hotel, York

Nov. 30-Dec. 1—Ohio Canners Association, 52d Annual Convention, Netherland Hilton Hotel, Cincinnati.

Dec. 3-4—New York State Canners and Freezers Association, 74th Annual Convention, Statler-Hilton Hotel, Buffalo.

Dec. 6-10—National Junior Vegetable Growers Association, 25th Annual Convention, Hotel Roosevelt, Washington, D. C.

Dec. 7-8—Tri-State Packers Association, Annual Convention, Haddon Hall, Atlantic City.

Dec. 7-8—Ontario Food Processors Association, 26th Annual Convention, Royal York Hotel, Toronto

Dec. 7-10—Vegetable Growers Association of America, Annual Convention, Dennis and Shelburne Hotels, Atlantic City

Dec. 12-16—National Food Sales Conference, National Food Brokers Association's 56th Annual Convention, Loop Hotels, Chicago

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